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新華文軒出版傳媒股份有限公司

XINHUA WINSHARE PUBLISHING AND MEDIA CO., LTD.*

(Formerly known as 四川新華文軒連鎖股份有限公司
Sichuan Xinhua Winshare Chainstore Co., Ltd.*)

(A joint stock limited company incorporated in the People's Republic of China with limited liability)
(Stock Code: 811)

CHANGE OF COMPANY NAME

The name of the Company has been changed from 四川新華文軒連鎖股份有限公司 Sichuan Xinhua Winshare Chainstore Co., Ltd.* to 新華文軒出版傳媒股份有限公司 Xinhua Winshare Publishing and Media Co., Ltd.* with effect from 27 August 2010.

References are made to the announcements of 新華文軒出版傳媒股份有限公司 Xinhua Winshare Publishing and Media Co., Ltd.* (formerly known as 四川新華文軒連鎖股份有限公司 Sichuan Xinhua Winshare Chainstore Co., Ltd.*) (the “**Company**”) dated 22 June 2010 and 20 August 2010 and the circular (the “**Circular**”) of the Company dated 28 June 2010.

The board of directors (the “**Board**”) of the Company is pleased to announce that the Company has received the new business license (營業執照) issued from Administrative Bureau of Industry and Commerce of Sichuan Province, the name of Company has been changed from 四川新華文軒連鎖股份有限公司 to 新華文軒出版傳媒股份有限公司 with effect from 27 August 2010. The Company has adopted a new English name “Xinhua Winshare Publishing and Media Co., Ltd.*” for identification purpose with effect from 27 August 2010.

The Company has also received the “Certificate of Registration of Change of Corporate Name of Non-Hong Kong Company” issued by the Registrar of Companies in Hong Kong on 24 September 2010.

The change of name of the Company will not affect any of the rights of the shareholders of the Company. All existing share certificates of the Company in issue bearing the Company's former name will, after the change of name, continue to be evidence of title to the same number of shares of the Company under its new name and will be valid for trading, settlement and registration purposes.

With effect from 28 September 2010, any issue of share certificates thereafter will be under the new name and the shares of the Company will be traded on The Stock Exchange of Hong Kong Limited under the new name. There will not be any arrangements for exchange of existing share certificates.

The Company's English and Chinese stock short names and stock code remain unchanged.

The Board considers that the new name will better reflect the integrated business of the Company following the Acquisition (as defined in the Circular) as well as the Company's strategic objective to become a major cultural media group of the PRC. The Board believes that the new name will provide the Company with an explicit image which will foster its business expansion, and is in the interest of the Company and its shareholders as a whole.

By order of the Board
Xinhua Winshare Publishing and Media Co., Ltd.*
Gong Cimin
Chairman

Sichuan, the PRC, 27 September 2010

As at the date of this announcement, the Board comprises (a) Mr. Gong Cimin and Mr. Zhang Bangkai as executive directors; (b) Ms. Wang Jianping, Mr. Yu Changjiu, Mr. Li Jiawei, Mr. Luo Jun, Mr. Wu Qiang, Mr. Zhang Chengxing, Mr. Zhao Junhuai and Mr. Zhao Miao as non-executive directors; and (c) Mr. Han Xiaoming, Mr. Cheng Sanguo and Mr. Chan Yuk Tong as independent non-executive directors.

* *For identification purposes only*